



Drug-Free Action Alliance Super Bowl Survey 2010

The Super Bowl is known for its commercials almost as much as it is for the game itself. Yet the type of products being advertised and the audience viewing those advertisements are of great concern. Results from the *Drug-Free Action Alliance Super Bowl Survey 2009* revealed that two of the top three “most memorable” commercials, according to middle and high school students, were beer commercials. This falls in line with the studies that suggest alcohol companies are targeting youth in their advertising. Through research, we know that the more youth are exposed to alcohol in advertising, the more likely they are to consume alcohol underage.

In our quest to further research the impact of advertising on our youth, we invite you to participate in the *Drug-Free Action Alliance Super Bowl Survey 2010*.

Through a simple, three-question, student survey given Monday morning following the Super Bowl, middle and high school students share their thoughts on what advertisements they remember seeing and which commercial takes their top vote. This information is then collected, summarized and shared. You’ll see the results within several days post Super Bowl Sunday. This valuable, fresh and local information can then be used to educate parents, students, lawmakers and the media about the effects of alcohol advertising on youth.

In the *Super Bowl Survey Kit* that follows, Drug-Free Action Alliance includes everything you’ll need to quickly and easily implement your local student survey, with additional ideas on student engagement and follow-up activities.

**The National Football League’s Super Bowl XLIV is scheduled for
February 7, 2010, with television coverage on CBS.**

Make the winning pass by taking advantage of this opportunity to get in the game!

If you have any Super Bowl Survey questions, please contact:
Drug-Free Action Alliance Communications Director Michelle Morse
mmorse@DrugFreeActionAlliance.org or (614) 540-9985

2010 Drug-Free Action Alliance Super Bowl Survey Kit

Kit Contents:

- I. Super Bowl Survey Materials
 - II. Alcohol Advertising Fact Sheet
 - III. Student Engagement/Follow-Up Activities
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I. Super Bowl Survey Materials

Our goal is to make this survey simple and easy to use.

“Best Practices” for Implementation:

Recruit a point-person within each school to:

- Make copies of the survey for students
- Distribute and collect completed surveys
- Tally and provide final results to Drug-Free Action Alliance

Follow the game plan timeline:

- **Friday, Feb. 5** – Have survey copies made and ready for distribution
- **Sunday, Feb. 7** – Super Bowl game day (CBS)
- **Monday (AM), Feb. 8** – Distribute surveys
- **Monday, Feb. 8** – Collect surveys and tally results (sample tally form on page 3)
A new 2010 tally form will be available on the Drug-Free Action Alliance website at www.DrugFreeActionAlliance.org by noon on Monday (post-game).
- **Tuesday, Feb. 9 (by noon)** - Report your tallied results to Drug-Free Action Alliance by fax (614-540-9990) or e-mail MMorse@DrugFreeActionAlliance.org
- **Wednesday, Feb. 10** - Drug-Free Action Alliance will issue a press release of the 2010 Super Bowl Survey results. This release will be sent to our partners and available on our website at www.DrugFreeActionAlliance.org.

*Below is a **SAMPLE** tally form. This is **not** the tally form to be used to record or report your actual results for the Super Bowl Survey 2010. The 2010 tally form will be available beginning at noon on Monday, Feb. 8, 2010 at www.DrugFreeActionAlliance.org.*

Sample Tally Form

(Actual form will be available at www.DrugFreeActionAlliance.org by noon on Monday, Feb.8, 2010.)

Number of your students who watched the Super Bowl

Middle School ___ High School ___

Number of your students who did not watch the Super Bowl

Middle School ___ High School ___

How many of your students report seeing each of the following products advertised?

MS	HS	
___	___	alcoholic beverages
___	___	non-alcoholic beverages
___	___	cars
___	___	food
___	___	financial services
___	___	etc....

Please list the number of votes each of the commercials below received from your students.

# MS Votes	# HS Votes	Product	Description
		Bud Light	Pilot jumps out of plane for 6-pack
		Budweiser	Young Clydesdale dreams big
		FedEx	Cave man uses prehistoric overnight delivery
		Sierra Mist	Sierra Mist can't clear airport security
		Bud Light	Man pretends to work on rooftops, but relaxes instead
		Budweiser	Sheep streak at big game
		Ameriquest	Patient's family walks in on medical misunderstanding
		Bud Light	Office manager motivates employees with hidden bottles
		Etc...	

Helpful Hints/Reminders

- Remember to contact schools to secure permission for the project. Provide an overview of the project and explain that it is quick, simple and easy to implement. It should take no more than 10 minutes of homeroom time or a study hall period.
- It is helpful to have a contact person within the school to distribute and collect survey forms.
- Ask students to complete the surveys based on commercials they saw during the 2010 Super Bowl game.
- Plan ahead as to who is responsible for sending the tallied results to Drug-Free Action Alliance on Tuesday, Feb. 9.
- Keep a copy of your local results in preparation for local follow-up activities.

2010 SUPER BOWL SURVEY



Age: _____

Grade: _____

Male or Female
(please circle one)

- Did you watch the Super Bowl game last night?
 Yes No

- If your answer is “yes,” what commercials do you remember seeing?

- What products did you see being advertised?

- Which commercial was your favorite?

II. Alcohol Advertising Fact Sheet

A national study published in *Archives of Pediatrics and Adolescent Medicine* (Archives of Pediatric and Adolescent Medicine, January 2006:160:18-24) concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw (above the monthly youth average of 23), he or she drank 1% more. For each additional dollar per capita spent on alcohol advertising in a local market (above the national average of \$6.80 per capita), young people drank 3% more.

In 2007, the Surgeon General issued a *Call to Action to Prevent and Reduce Underage Drinking*. As part of this Call to Action, the Surgeon General stated that the alcohol industry has a public responsibility related to the marketing of its product, since alcohol use is illegal for more than 80 million underage Americans.

The Center for Alcohol Marketing and Youth at Georgetown University (CAMY) released a special report that youth exposure has risen by 38% since they began monitoring in 2001 (CAMY Special Report: Youth Exposure to Alcohol Advertising on Television, 2001 to 2007).

Youth Exposure to Alcohol Advertising (Source: Center for Alcohol Marketing and Youth):

- 40% of youth exposure to alcohol advertising on television comes from ads placed on youth-oriented programming.
- Almost two-thirds (63%) of these overexposing ad placements are on cable television, which generates 95% of youth overexposure to alcohol advertising on television.
- Between 2001 and 2007, alcohol companies aired 73,565 "responsibility" advertisements on television. Youth ages 12 to 20 were 22 times more likely to see an alcohol product advertisement than an alcohol-industry-funded "responsibility" advertisement.
- The more young people are exposed to alcohol advertising, the more likely they are to drink or increase their alcohol consumption.

2009 Super Bowl Stats (Source: The Nielsen Company):

- Approximately 98.7 million Americans (151.6 million worldwide) watched the 2009 Super Bowl making it the largest viewed television event ever.
- About 17.7 million American youth (under 21) were among those viewers.
- The number one most-liked and most-recalled commercial was a beer ad, featuring a Budweiser Clydesdale competing with a Dalmation in a game of fetch.
- Anheuser-Busch also produced the three most recalled ads last year, and took the title as "top advertiser" with more commercial time than any other advertiser.

Alcohol is the Leading Drug Problem Among Youth (Source: 2008 NSDUH: National Findings):

- Alcohol is the leading drug problem among youth
- There are approximately 10.7 million underage drinkers in the United States.
- Nearly 8,000 youths drink alcohol for the first time each day (Source: Join Together, Nov. 2007)
- Nearly 6.6 million (17.4%) underage drinkers are considered binge drinkers and more than 2.1 million (5.5 %) are classified as heavy drinkers.

NOTE: *Binge is defined as five or more drinks on an occasion. Heavy Drinking is defined as five or more drinks on an occasion on five or more of the past 30 days.

Alcohol is Associated with Risky Behavior (Source: The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007):

- Underage drinking is the leading contributor of death from injuries. Annually, about 5,000 people under 21 die from alcohol-related injuries.
- An estimated 7.2 % of 16 or 17 year olds and 16.7 % of 18 to 20 year olds reported driving under the influence of alcohol in the past year. (Source: 2008 NSDUH: National Findings)
- Underage drinking plays significant role in increased sexual behavior, including unwanted, unintended and unprotected sexual activity, and sex with multiple partners
- Teen girls who binge drink are 63% more likely to get pregnant while in their teen years. (Source: National Institute on Alcohol Abuse and Alcoholism)
- Alcohol use by youths has been linked to delinquent behaviors, including stealing, illicit drug use and problems at home and at school

The Consequences of Underage Drinking are Real and Tragic (Source: National Center for Chronic Disease Prevention and Health Promotion, Aug. 2008):

- Youth who drink alcohol are more likely to experience physical problems including hangovers, illness and alcohol poisoning, memory problems, disruption of normal growth and sexual development, among others negative effects.
- Research shows that heavy alcohol use by adolescents has long-term effects on brain development (Source: Alcoholism: Clinical and Experimental Research: Vol. 24, Number 2, National Institute on Alcohol Abuse and Alcoholism, Feb. 2000)
- Youth who begin drinking before age 15 are five times more likely to develop alcohol dependence or abuse alcohol later in life, than those who begin drinking at or after age 21.

More information can be found at the following websites:

Center on Alcohol Marketing and Youth

www.camy.org

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth.

Marin Institute

<http://www.marininstitute.org>

The Marin Institute is an alcohol industry watchdog based in California and a resource for solutions to community alcohol problems.

Center for Science in the Public Interest

www.cspinet.org

Since 1971, the Center for Science in the Public Interest has been a strong advocate for nutrition and health, food safety, alcohol policy, and sound science.

III. Student Engagement and Follow-up Activities

The Super Bowl Survey can serve as a springboard to many community activities to address one of the major risk factors for underage use of alcohol.

Media messages about alcohol, tobacco and other drugs provide many opportunities for youth to learn how to use, circumstances where it is acceptable or even desirable to use, how to improve their use techniques and an association with positive consequences of use. The alcohol and tobacco industries spend millions of dollars each year marketing their products, and for a good reason: it works.

Media messages can impact an individual and play a key role in establishing community norms. With that in mind, we hope you will use this opportunity to gain media and community attention, therefore working towards environmental change.

Follow-Up Activities:

(Designed to help your community maximize its environmental prevention efforts)

* A note about youth engagement in your follow-up activities:

The Super Bowl Survey and its follow up activities provide excellent opportunities for youth leaders in your community to be meaningfully involved in the planning, implementation and evaluation of prevention projects. As you work to address environmental factors that impact underage drinking in our communities, it is important to involve youth directly in these efforts.

To be successful, coalitions must have an inclusive & broad-based membership.

- Therefore, youth inclusion is vital to success.

Effective planning is crucial.

- Therefore, youth perspective is vital to success.

Any individual's involvement in a coalition must be meaningful.

- Therefore, youth leadership is vital to success.

True partnership is the cornerstone of coalitions.

- Therefore, youth/adult partnerships are vital to success.

Classroom Activity

Media Literacy Exercise

Dr. Peter DeBenedittis has developed a lesson that can be used in schools to educate students about media and youth. His website contains research, information and educational materials about how media literacy is used for science-based prevention and internet safety. Download this lesson at www.medialiteracy.net.

Media Activities

Send a Press Release

Compare the community data you have gathered, to the statewide numbers in a local press release. Use the media attention to tie-in an upcoming community meeting on the issue.

Below is an example of a press release that can be modified to include your local information. **Please Note:** This sample press release is based on an anticipated outcome, founded on research. The 2010 survey may reveal alternate results. Be sure your press release reflects current findings.

Sample Press Release

FOR IMMEDIATE RELEASE
DATE

CONTACT:
PHONE #

CHILDREN VOTE ON SUPER BOWL COMMERCIALS HIGHLIGHTING ALCOHOL AS THEIR FAVORITE

(Dateline) The National Football League Championship game, the Super Bowl, is nearly as famous for its commercials and halftime show as it is for the game itself. In a survey conducted by Drug-Free Action Alliance and (*INSERT YOUR GROUP NAME HERE*), Ohio youth selected commercials for alcohol, specifically beer commercials, as their favorites.

(ADD SECTION ABOUT LOCAL FINDINGS HERE)

Research has shown the negative impact that alcohol marketing has on youth. A study published in the Journal of the American Medical Association found that youth who saw more alcohol advertisements on average drank more than those who did not see the ads.*

“Scientific research shows the serious and damaging effects of alcohol on the developing brain of youth under the age of 21,” says Patricia Harmon, Executive Director of Drug-Free Action Alliance. “Teen alcohol consumption is unhealthy, unsafe and unacceptable.”

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. (YOUR AGENCY NAME HERE) encourages all members of our community to help hold the industry accountable. To express your concern about irresponsible ads, go to www.MarinInstitute.org/talkback.

(ADD SECTION ABOUT YOUR LOCAL PREVENTION EFFORTS HERE)

Drug-Free Action Alliance and (YOUR AGENCY NAME) encourage parents to talk to their children about what they see on television and help them understand how commercials are used to sell products, services and images that are not always based in reality.

For more information, visit www.DrugFreeActionAlliance.org

* *Archives of Pediatric and Adolescent Medicine*. 2006; 160: 18-24

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Hold a Press Conference

As part of your press release, announce a press conference. We recommend identifying some youth leaders to speak on their concerns about alcohol marketing and youth. Work with your youth leaders in advance to help them develop their brief statements and prepare them for answering questions from the media. Some key points to convey when preparing youth for this role include:

- Prioritize messages: Choose two or three key points on which to focus.
- Practice the pitch: Help students practice phrasing the key points in short, easy to understand statements. Media tend to use short, sound-bites of information for quotes or use in video segments.
- Role play: Go over some interview questions likely to be asked by a reporter. One question often asked by the media is: “How bad is the alcohol and drug problem at your school?” Youth should not attack the problem in any one school or community, but should emphasize that alcohol is a problem in every community.
- Keep the focus: Media often have an angle in mind for their story, and therefore will ask questions that are personal or about a recent tragedy in the news. Youth will need practice turning the story back in the direction they want it to go. Coach youth on how to best answer the question while keeping the focus on the topic at hand.

Write Letters to the Editor

A letter to the editor is an excellent way to personalize the issue, encourage others to take action and draw more attention to this issue.

Letters to the editor also provide an ideal opportunity to engage students. Ask youth leaders to write letters to the editors of local papers expressing their concern and frustration with the amount of alcohol advertising geared toward youth.

The best letters are more personal and speak from the heart. You can use the SAMPLE letter below to serve as a starting point for you or your youth leader.

Sample Letter to the Editor

Dear Editor:

Middle and high school youth in our area recently participated in a survey conducted by Drug-Free Action Alliance and *(INSERT YOUR GROUP NAME HERE)*, in which Ohio youth identified commercials for alcohol, specifically beer commercials, as their favorites amongst those aired during the Super Bowl.

Research has shown the negative impact that alcohol marketing has on youth. A study published in the *Archives of Pediatric and Adolescent Medicine* found that youth who saw more alcohol advertisements on average drank more than those who did not see the ads. Furthermore, according to the Marin Institute, an alcohol industry watchdog organization, the large alcohol companies get half of their profits from underage and binge drinking sales.

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. (YOUR AGENCY NAME HERE) encourages all members of our community to help hold the industry accountable. To complain about irresponsible ads, go to www.MarinInstitute.org/talkback

--- ALTERNATE ENDING IF YOUTH IS WRITING ---

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. As a teen targeted by these ads I think it time for our community to take a stand.

Sincerely,

Community Mobilization

Marin Institute 2010 Free the Bowl Video Contest:

The Marin Institute, an alcohol industry watchdog organization, is sponsoring a contest encouraging individuals ages 10-20 to create and submit a video telling beer companies to stop exploiting youth during the Super Bowl. **(Video must be received by Jan. 26, 2010)**

For all the details on contest rules and requirements visit www.freethebowl.com.

Monitor Alcohol Advertising in your Community Through a Community Audit.

The purpose of a Community Audit is to physically gather information about a variety of influences on youths' behavior and investigate environmental, social and community factors. It is a great way to get youth and adult coalition members involved.

A Community Audit has two goals:

- 1) To gather information on the extent of the problem of underage drinking and the factors in the community that promote or discourage alcohol use by youth.
- 2) To prepare you for future prevention efforts by identifying possible interventions or initiatives to target for change.

Examples of what can be audited include:

- Content of billboards within sight of specific locations in your community
- Alcohol advertising on the local radio
- TV stations advertising alcohol products

*The table on page 11 can be used as a guide to record your observations.
Photographs and videos of what you're observing in the community during your audit will
provide the best evidence of the messages being presented.*

Billboards

Total number of billboards within visual distance of schools

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Total number of billboards within visual distance of youth recreation areas

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Total number of billboards within visual distance of places of worship

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Radio

This information may be maintained in logs by each radio station. Typically, reports are made to the Federal Communications Commission on a regular basis. Contact the director of advertising sales or the radio station manager.

Total number of minutes of advertising/day

Number of individual ads

	Number	Minutes
Local alcohol advertising		
National alcohol advertising		

Public service announcements about alcohol

	Number	Minutes
General health message		

Health message on alcohol		
General safety message		
Safety message on alcohol		

TV

This information may be maintained in logs by each television station. Typically, reports are made to the Federal Communications Commission on a regular basis. Contact the director of advertising sales or the station manager at your local television station.

Total number of minutes of advertising/day

Number of individual ads

	Number	Minutes
Local alcohol advertising		
National alcohol advertising		

Public service announcements about alcohol

	Number	Minutes
General health message		
Health message on alcohol		
General safety message		
Safety message on alcohol		

Source: Teen Drinking Prevention Program Community Risk Assessment Guide, Center for Substance Abuse Prevention

Limit or Eliminate Advertising

Plan initiatives to reduce or eliminate alcohol and/or tobacco advertising in community publications, billboards and in other easily accessed venues within a community. Think about how to involve youth in the planning, implementation and evaluation of these efforts.

For example, in December 2003, Philadelphia's City Council unanimously passed an ordinance banning future alcohol advertising on city-owned property. By adopting this ordinance, the City Council banned alcohol advertising from the public transit bus shelters used by many schoolchildren when traveling between school and home each day. The City of Philadelphia owns all public transit bus shelters and administers the seventh-largest public school system in the United States. (To view the Philadelphia Ordinance go to the CAMY website at www.camy.org, click on *Take Action*, then *Take Local Action*).

Monitor Community Events

Special events can take many forms and are as varied as the people and communities that organize them. They come in all shapes and sizes, including concerts, festivals, fairs, parades, rallies, sporting events and neighborhood block parties. Unfortunately, at many special events where alcoholic beverages are served, high-powered marketing and sales techniques combined with easy access result in underage drinking.

Each special event held in your community will have its own unique goals and objectives as well as a specific target audience, which could be narrow or broad. These goals usually include: attracting a large number of people to the event, gaining media coverage of the event and delivering the target audience that the event sponsor wants to reach.

Consider each special event held in your town or city as an opportunity for your prevention organization to tie its pro-health and safety message into the overall theme and message. The first step to becoming an event partner is to be an “events-watcher” and learn what events are taking place and who is sponsoring and organizing them. The following suggestions determine what messages are being presented at community events.

Identify events taking place in your community by checking local newspapers, listening to the radio and watching television. Your local Chamber of Commerce or Visitors and Convention Bureau may also have a list of area events.

- Attend or have other members of your prevention group attend as many of the events as you can.
- Identify the organizers and sponsors of these events.
- Note how messages are delivered at these events, the signage, billboards, product giveaways and public address announcements.
- If alcoholic beverages are sold, see if nonalcoholic alternatives also are readily available and marketed.
- See if IDs are carefully checked at the alcohol sales points to ensure that only persons over 21 are making purchases.

- Check if wristbands or tickets are used for alcohol purchase, or if ID must be shown each time.
- Observe the consumption of alcoholic beverages by the crowd. Who does the majority of the drinking at the event, and is consumption limited to a certain area of the event?
- Look for the participation of any pro-health or other community-based organization in the event. How are they attempting to deliver their messages? Are they effective?

Drug-Free Action Alliance has developed a toolkit to assist students and community groups to address alcohol at community events. It is located at:

<http://www.drugfreeactionalliance.org/documents/EngagementToolkit.pdf>

Drug-Free Action Alliance Website

Drug-Free Action Alliance's *Ohio Center for Coalition Excellence* recognizes the long and valuable history of coalition development in Ohio and elsewhere. The Ohio Center for Coalition Excellence works to build on that foundation to increase the prevalence of community engagement in Ohio as well as the activities and successes of these initiatives. Visit http://www.drugfreeactionalliance.org/occe_coaldev.php to access a toolkit with additional information on the environmental approach to prevention.

Limit Sponsorships

Assess the appropriateness of alcohol and/or tobacco industry sponsorship of sporting events, community festivals, and other activities. Consider the percentage of the audience that is underage, and whether the event attracts families. Limit alcohol sales, sponsorship and advertising as appropriate at that event or venue. Discontinue sales before the event is over to increase time without alcohol before driving. Think about how to involve youth in the planning, implementation and evaluation of these efforts.

For more information on how to ensure community festivals are appropriate, including an assessment tool and power point presentation, visit www.DrugFreeActionAlliance.org, click on *Ohio Center for Coalition Excellence*, then *Environmental Prevention*, then *Community Norms*.

For more information:

The Community Anti-Drug Coalition Association (CADCA) provides a Strategizer entitled *Alcohol Advertising: It's Impact on Communities, and What Coalitions Can Do to Lessen that Impact*. This booklet provides information about the tactics used by the alcohol industry to target communities with their messages and what strategies coalitions can implement to decrease or eliminate alcohol advertising. A model city ordinance for eliminating alcohol advertising is included. To order your copy, call **1-800-54-CADCA**.